

*The Economic Impacts of the
2004 Beginning Reading Conference
at Malcolm Price Laboratory School
University of Northern Iowa*

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Table 1
Direct Estimate of the Economic Impact of the Reading Conference Sponsored by MPLS, 2004
 (Estimates assume 550 attendees)

<i>Lodging 1.1 nights Average</i>	<i>Restaurant</i>	<i>Misc. Food</i>	<i>Motor Vehicle Expense</i>	<i>Recreation Entertainment</i>	<i>Books</i>	<i>Educational Material</i>	<i>Other Expenses</i>	<i>TOTAL DIRECT EXPENSES</i>
\$5,040	\$1,896	\$507	\$10,452	\$79	\$10,044	\$5,995	\$1,052	\$35,065

Table 2
Indirect and Induced Estimate of the Economic Impact and Multipliers of the Reading Conference sponsored by MPLS, 2004
 (Multiplier=1.48*)

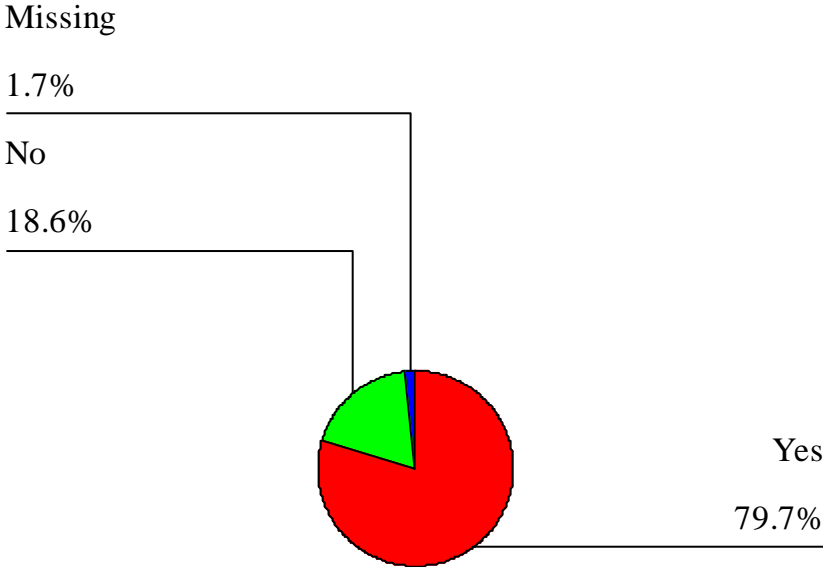
<i>Lodging</i>	<i>Restaurant</i>	<i>Misc. Food</i>	<i>Motor Vehicle Expense</i>	<i>Recreation Entertainment</i>	<i>Books</i>	<i>Educational Material</i>	<i>Other Expenses</i>	<i>TOTAL DIRECT EXPENSES</i>
\$2,419	\$910	\$243	\$5,017	\$38	\$4,821	\$2,878	\$505	\$16,831

*For every \$1 spent at/on the Reading Conference, another .48 cents is generated.

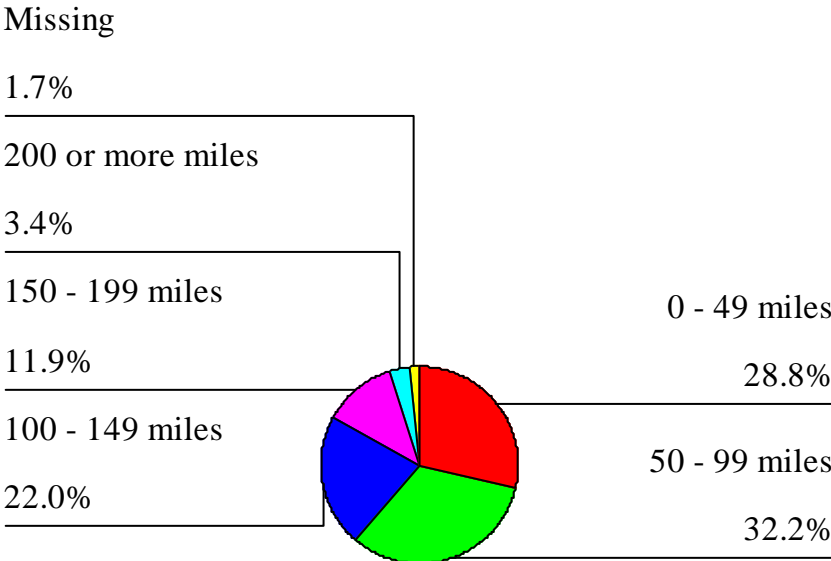
Table 3
TOTAL DIRECT, INDIRECT & INDUCED EXPENDITURES of the MPLS Reading Conference, 2004

<i>Lodging</i>	<i>Restaurant</i>	<i>Misc. Food</i>	<i>Motor Vehicle Expense</i>	<i>Recreation Entertainment</i>	<i>Books</i>	<i>Educational Material</i>	<i>Other Expenses</i>	<i>TOTAL DIRECT EXPENSES</i>
\$7,459	\$2,806	\$750	\$15,469	\$117	\$14,865	\$8,873	\$1,557	\$51,896

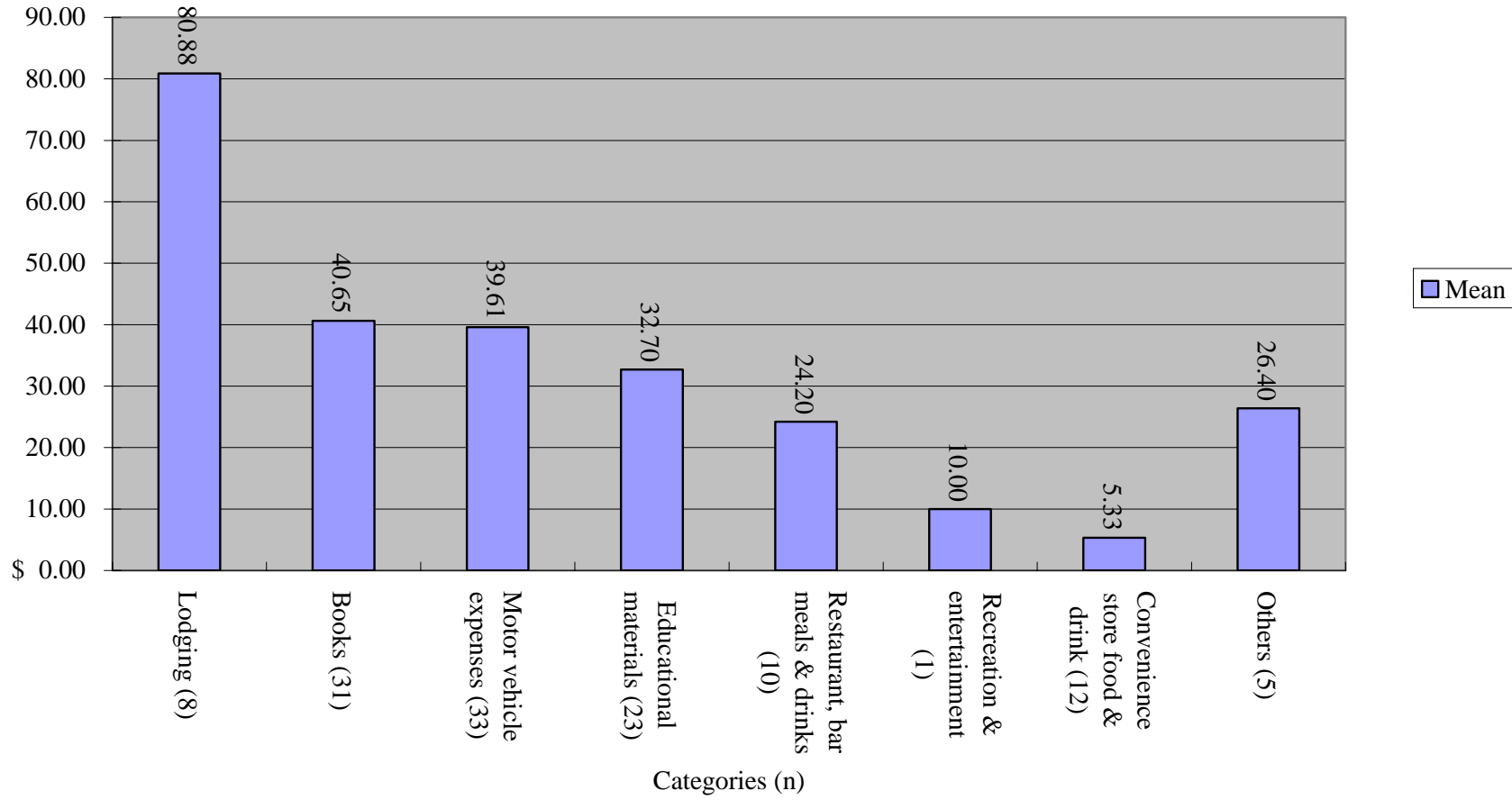
Previous Attendance at the Conference



Miles Traveled to Attend This Conference

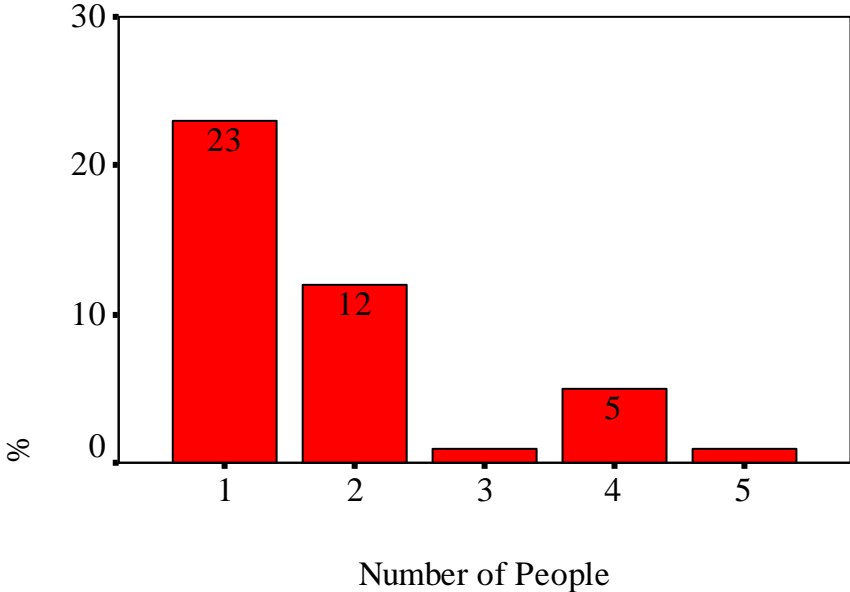


Amount of Money Spent Per Group



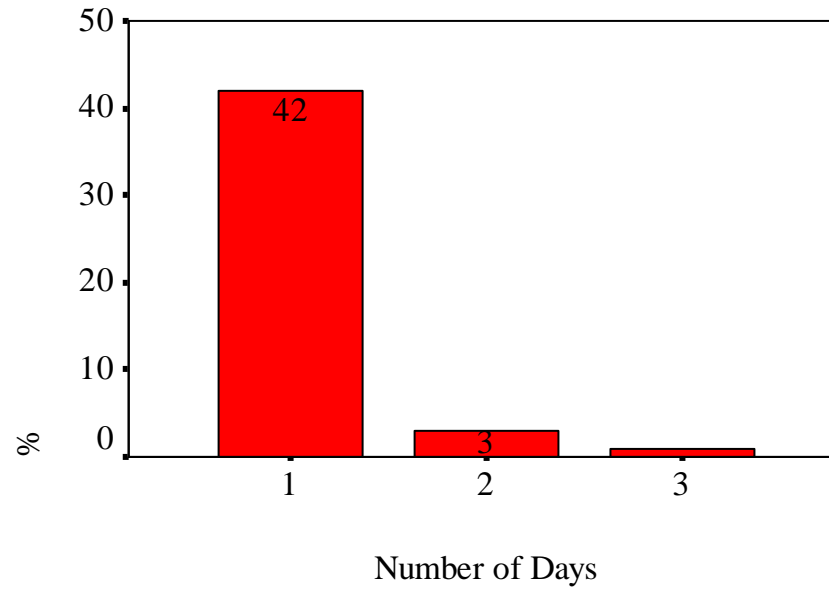
How Many People in Your Travel Party

Do These Expenses Cover?

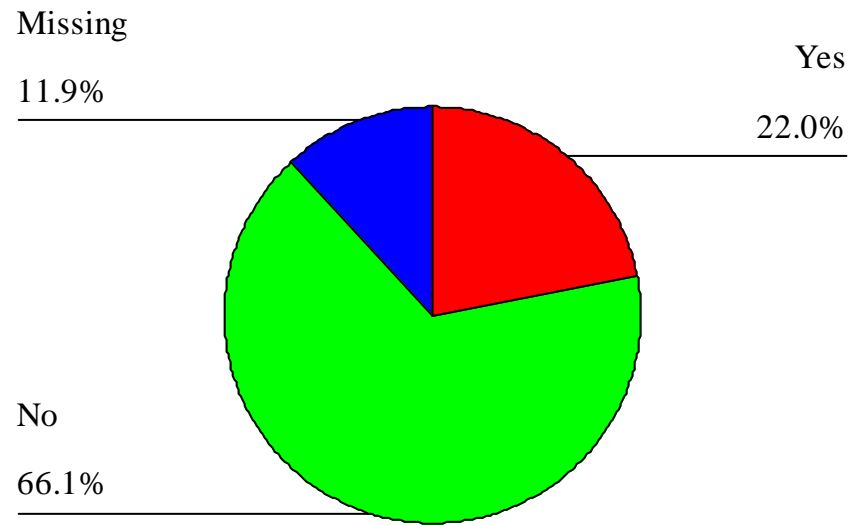


How Many Days Will You Be in

Cedar Falls?



Do You Plan on Doing Some Other Activites
While in Cedar Falls?



Planned Activities (Multiple Choice)

	% of Count	% of Responses Cases
Go shopping	57.9	91.7
Visit family / friends	21.1	33.3
Go out to eat	10.5	16.7
Go for a walk	5.3	8.3
Other (dinner)	5.3	8.3